



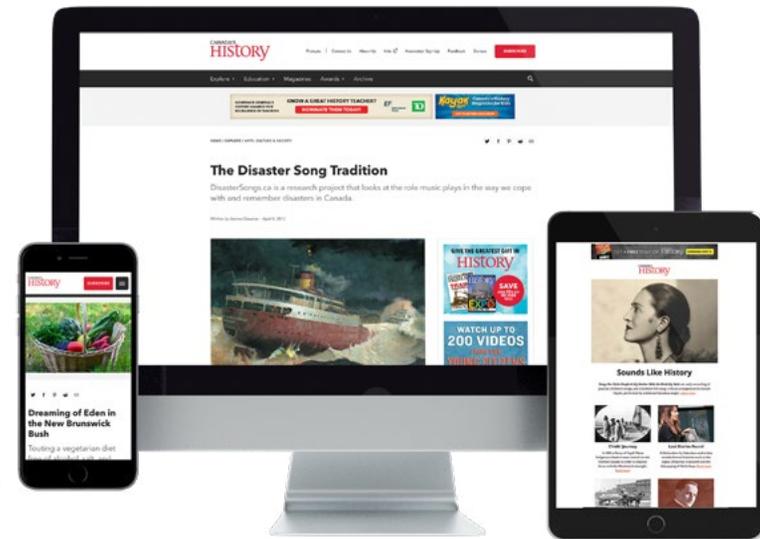
CANADA'S **PREMIER** NATIONAL HISTORY MAGAZINE

# **MEDIA KIT 2025**

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Contact: Danielle Chartier | [dchartier@canadashistory.ca](mailto:dchartier@canadashistory.ca) | 204-988-9300 ext. 214

Canada's History offers highly visible and affordable options that ensure your message connects to our engaged and loyal community – whether they are at home or on the go. Award-winning content, print opportunities, newsletters, podcasts, and webinars deliver your message to our targeted audiences over many platforms.



**OUR ONLINE CONTENT INCLUDES**



WEBSITE



PODCASTS



VIDEO



WEBINARS



SOCIAL MEDIA



ARCHIVES

Canada's History offers museums and heritage organizations a range of creative services to help share stories of history and culture. Our audiences represent a prestige market for cultural activities, tourism, and high-quality products and services.

### EDITORIAL SERVICES

Your next brochure, newsletter, exhibition catalogue, or publication will be its professional best with the skills of our team of writers, editors, and digital experts. We also offer translation services and print production.

### DESIGN SERVICES

You have the words and the images – now you need to put them together with polish. We offer design services for books, magazines, advertising, e-newsletters, exhibition panels, and more.

### DISTRIBUTION

Mail your publication or marketing material directly to the homes of people who value history and its relevance. Include it in the mailer with *Canada's History* magazine, or use our list for your own custom mailing.

### CHILDREN'S PUBLICATIONS

Imagine a professionally produced comic to tell the story of your town or heritage organization. We'll work with you to translate your local history into a graphic short story that children will love.

### PODCASTS & VIDEO

Video and podcasts are an increasingly popular way for new audiences to discover what you are about. Get access to Canada's History's award-winning audio and video team to tell your heritage stories with sounds and images that engage audiences of all ages.

### EDUCATIONAL MATERIAL

Add to your organization's repertoire of resources with lesson plans and classroom activities developed by public historians at Canada's History and a network of award-winning educators. Our scholars will help to connect the stories and artifacts in your collection to enhance your school-visit programs.

### AWARDS MANAGEMENT

Focus on what you do best and leave the paperwork to us. As experts in awards management, we can oversee any stage of your recognition program – from promotion, to intake, to assessment.



**READERSHIP**

**2.4 MILLION**

TOTAL  
BRAND  
AUDIENCE\*\*

**KEY CONSUMER MARKETS\*\***

Metro Toronto 459,000

Montreal 233,000

Vancouver 220,000

Ottawa-Gatineau 110,000

Calgary 101,000



**58%**

MALE\*

**42%**

FEMALE\*

**39.2**

AVERAGE AGE\*\*

**\$78,231**

AVERAGE HOUSEHOLD INCOME\*

**58%**

OWN THEIR HOME  
(OVER 18)\*

**53.4%**

LIVE IN CITIES WITH MORE THAN 1 MILLION  
RESIDENTS, CLOSE TO MUSEUMS, CULTURE,  
AND SHOPPING\*

**188**

PRINT READERS – INDEX MORE LIKELY THAN  
AVERAGE CANADIAN TO PURCHASE REAL  
ESTATE IN THE NEXT 12 MONTHS\*

**35%**

LIKELY TO PURCHASE/LEASE A VEHICLE  
IN THE NEXT 12 MONTHS\*

**144**

PRINT READERS – INDEX AS HAVING  
PERSONAL INCOME OF \$100,000+

**230**

PRINT READERS – INDEX AS LIKELY TO TRAVEL  
FOR BUSINESS IN THE NEXT 12 MONTHS

**CANADASHISTORY.CA &  
HISTOIRECANADA.CA**

**1,000,000+** UNIQUE VISITORS ANNUALLY

**3,600,000+** PAGE VIEWS ANNUALLY

**25,000** GENERAL NEWSLETTER RECIPIENTS

**25,000+** TEACHER NEWSLETTER RECIPIENTS

**SOCIAL MEDIA**

WE HAVE A TOTAL OF **135,000** FOLLOWERS  
(ENGLISH AND FRENCH) ON BLUESKY, FACEBOOK,  
INSTAGRAM, LINKEDIN, SPOTIFY, X, AND YOUTUBE.

**PAID PRINT CIRCULATION**

**23,501** AVERAGE

**6** ISSUES PER YEAR

Canada's History has a diverse group of readers who share a passion for history and culture. They represent a prestige market for cultural activities, outdoor pursuits, and high-quality products and services.

### 911,000 MILLENNIALS

This powerhouse of diverse, educated readers looks to Canada's History for meaningful discussion of contemporary issues in a historical context. Our readers are travellers who enjoy museums, historic sites, arts, and culture. They make up 28.4% of the Canadian population and 40% of our readership.

### 329,000 BOOMERS

Canada's most affluent generation has an insatiable desire to learn, to travel, and to see new things.

### 583,000 GENERATION Z

Generation Z will be the largest generation in Canadian history. Diversity is a fact of life, and in the next 10 years they will tip today's minority population into the majority. Gen Z is 15% of the Canadian population and more than 25% of our audience.

### EDUCATED CULTURE LOVERS

41.9% of the Canada's History audience has a bachelor's degree or higher. For readers born outside of Canada, 74.7% hold a bachelor's degree or higher.

### 893,000 READERS IN FAMILY HOUSEHOLDS

42% of Canada's History readers live in households with children under 18, and family life is of primary importance. It's a valuable market segment where children influence decisions about leisure activities, travel, and technology. 58% of our audience own their homes and index at 172 for having a weekend/vacation home.

### 1,050,000 MULTICULTURAL

Canada is a diverse nation, and reaching those diverse audiences is crucial for long-term success. 925,000 of our readers were born outside of Canada. 534,000 have lived in Canada fewer than 10 years, and more than 378,000 use a language other than English or French at home.

### LEISURE TIME IN A CHANGED WORLD

Staycations and local outdoor activities are more popular than ever. *Canada's History's* print audience index at 148 for heavy travel in Canada over the past 12 months, taking 3.4 trips in Canada. They are particularly active, enjoying camping, hiking, canoeing, skiing, and fishing.



# 2025 EDITORIAL CALENDAR

## FEB-MAR

A look at the rich musical legacy of jazz genius Oscar Peterson.

How a cheddar factory saved a small Saskatchewan town from the Depression.

The high-flying, globe-trotting life of film impresario Kathleen Dunsmuir, heiress of a shipping fortune.

Closing Date  
**November 29**

Material  
**December 5**

## APR-MAY

VE Day 80<sup>th</sup> anniversary: The role of the 1<sup>st</sup> Canadian Parachute Battalion in the final days of the Second World War.

How the federal government responded to the postwar housing crisis.

The 200<sup>th</sup> anniversary of the birth of Thomas D'Arcy McGee.

Closing Date  
**January 31**

Material  
**February 6**

## JUN-JUL

Oh Canada quiz: Things you thought were true about our history.

Measuring up fifty years of metric.

An investigation into four West Coast potlatch masks held by the Vatican since 1925.

Closing Date  
**April 4**

Material  
**April 10**

## AUG-SEP

Canada's long connection to the Hollywood movie industry.

A photographic look at some of the remaining one-room schoolhouses across Canada.

Respecting the remains of Indigenous ancestors beneath our cities.

Closing Date  
**June 6**

Material  
**June 12**

## OCT-NOV

The nursing sisters of HMHS *Llandovery Castle* – Canada's deadliest naval disaster during the First World War.

Special *The Beaver* section including the 150<sup>th</sup> anniversary of Treaty 5.

Closing Date  
**August 8**

Material  
**August 14**

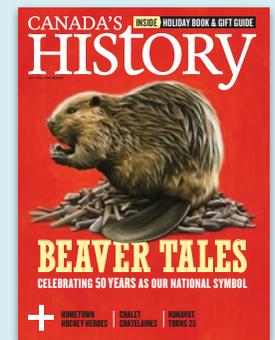
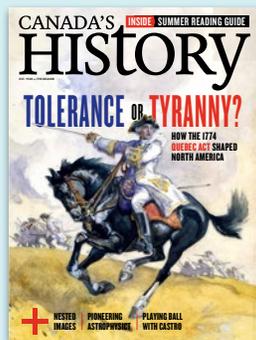
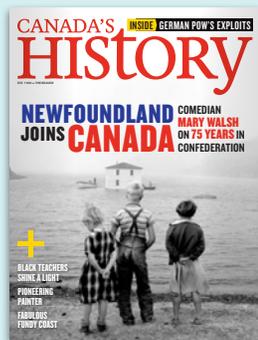
## DEC-JAN

The 250<sup>th</sup> anniversary of the U.S. invasion of Quebec.

Jazz on the Prairie: The big band era had folks in Saskatchewan hopping to the tunes of Bob Moyer's Big Band.

Closing Date  
**October 3**

Material  
**October 9**



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**PRINT RATES**

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**NATIONAL PRINT RATES (NET)**

	1x	3x	6x
Double-page spread	11,390	10,820	10,250
Full page	6,325	6,010	5,695
1/2 page	3,795	3,600	3,420
1/3 page	2,530	2,400	2,280
1/4 page	2,095	1,980	1,875

**NOT-FOR-PROFIT PRINT RATES (NET)**

	1x	3x	6x
Full page	6,000	5,700	5,400
1/2 page	3,600	3,400	3,250
1/3 page	2,400	2,300	2,150
1/4 page	2,000	1,850	1,750
1/6 page	1,320	1,255	1,185

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**DIGITAL RATES**

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**WEB AD UNITS\***

Leaderboard 728w x 90h	670
Big Box 300w x 250h	515

\*30,000 minimum impressions guaranteed

**MONTHLY RATE****NEWSLETTER AD UNITS**

	PER EDITION
Leaderboard 600w x 74h	650
Big Box 300w x 250h	475
Skyscraper 180w x 420h	475
Custom Dedicated Newsletter	Contact us
Sponsored Content	Contact us

Canada's History has a general audience of 25,000 newsletter subscribers (English and French). For our educational partners, we have an audience of 25,000+ teachers segmented as primary/middle years, middle years/senior and French K-CÉGEP.

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**CONTACT**

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Danielle Chartier  
dchartier@canadashistory.ca  
204.988.9300 ext. 214

## Ad Sizes

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Page	Width x Height (inches)
Type page	7 x 9.5
Trim size	8.125 x 10.75
DPS	15 x 9.5
1/2v (back of book)	4.625 x 7.25
1/2h	7 x 4.625
1/3sq (back of book)	4.625 x 4.625
1/3v	2.125 x 9.5
1/4v	3.375 x 4.625
1/4h (back of book)	4.625 x 3.5
1/6v	2.125 x 4.625

## Inserts and Outserts

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Bind-ins, blow-ins and polybag inserts are available on a limited basis. Please contact Danielle Chartier at [dchartier@canadashistory.ca](mailto:dchartier@canadashistory.ca) or (204) 988-9300 ext. 214 for a quotation.

## File Delivery

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**Email:** Please send zipped files to Danielle Chartier ([dchartier@canadashistory.ca](mailto:dchartier@canadashistory.ca)).

**File Formats:** PDF, fonts embedded, no trapping, with all fonts included, and all images in CMYK.

JPEG or TIFF files flattened and saved in CMYK at 300 PPI.

**Images:** 300 PPI in CMYK (RGB files not accepted).

**Bleed:** 0.125" bleed on full pages and spreads.

**Type:** 0.25" from trim size on full pages and spreads.

**Line screen:** 150 LPI

**Match print:** If you are concerned with colour reproduction, a match print proof meeting SWOP standards must be supplied.

**Additional charges:** Material requiring changes or supplied in formats other than outlined above is subject to production charges at prevailing rates.

### Terms and Conditions

All advertisements must be clearly identifiable as such. Advertisements that, in the opinion of Canada's History, resemble editorial features in the magazine shall be labelled "Advertisement" at the top of the page.

Canada's History may at any time refuse to publish an advertisement, regardless of whether this advertisement has been previously accepted or published, without prior notice to the client or advertising agency and without liability.

## Online Ads

CanadasHistory.ca is Canada's premier hub for history enthusiasts and professionals from coast to coast. We offer highly visible and affordable options that ensure your message is upfront and relevant.

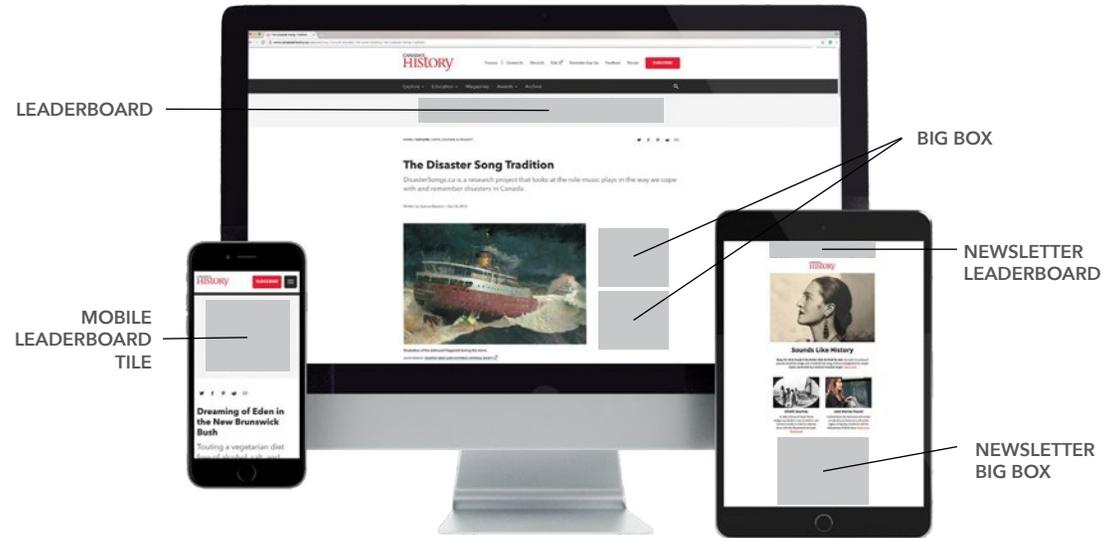
## File Delivery

Ad creative must be delivered to Tanja Hütter:  
[thutter@canadashistory.ca](mailto:thutter@canadashistory.ca)

Deadline is three business days before the live date. Acceptable formats are JPEG, PNG, or GIF (static or animated). Images must be RGB colour and flattened.

## Sponsored Content

Integrate your story into the editorial environment of CanadasHistory.ca. Sponsored content pieces are available on a limited basis and are positioned among stories from our editors and contributors. A listing for your story stays on the website for a specified time and can be matched with banner advertising to strengthen the relationship with your brand.



## Ad Sizes

Size	Width x Height (pixels)
Website leaderboard	728 x 90
Website big box	300 x 250
Mobile leaderboard	300 x 250
Newsletter leaderboard	600 x 74
Newsletter big box	300 x 250
Newsletter skyscraper	180 x 420